

 **GENERAL ASSEMBLY**

UX DESIGN 101

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UX DESIGN 101

INTRODUCTION

TODAY'S OBJECTIVES

- Explain User Experience & Design Thinking
- A taste of UX: User Interview techniques
- A 10,000 ft view on how designers design
- What UX designers do, and a career in UX

MEET YOUR INSTRUCTOR



UXD Immersive - 3 mth @ Hong Kong
UXD Accelerator - 1 wk @ Sydney, Au
UXD Bootcamp - 1 d @ San Fran
UXD Bootcamp - 1 d @ San Jose (upcoming)



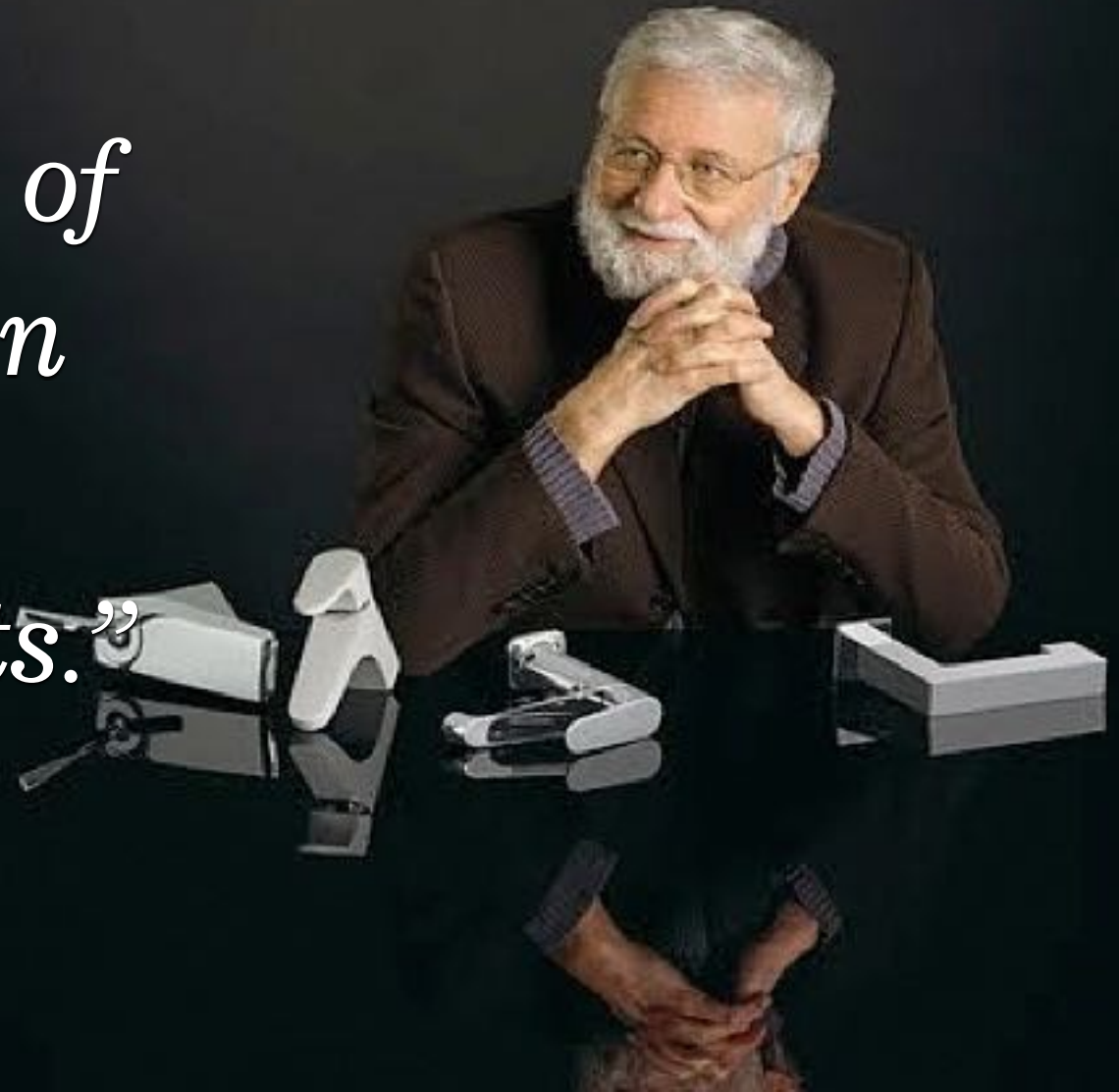
Why are you here?

UX & DESIGN THINKING

What is UX?

“User experience encompasses all aspects of the end-user’s interaction with the company, its services, and its products.”

DONALD NORMAN



UX & DESIGN THINKING

WHAT MOST PEOPLE THINK UX IS

Field research
Face to face interviewing
Creation and administering of tests
Gathering, organizing, and presenting statistics
Documentation of personas and findings
Product design
Feature writing
Requirement writing
Graphic arts
Interaction design
Information architecture
Usability

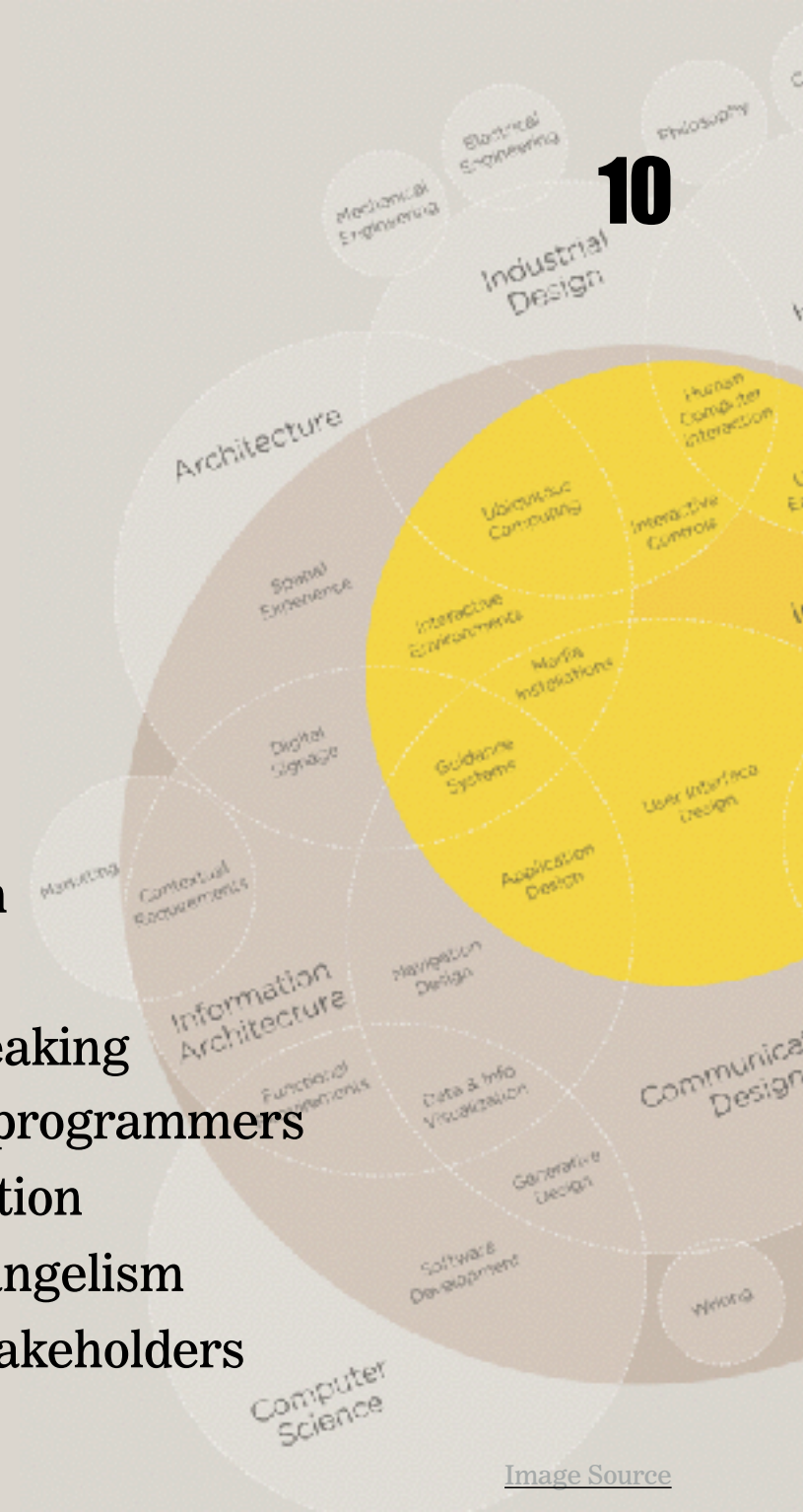
Prototyping
Interface layout
Interface design
Visual design
Taxonomy creation
Terminology creation
Copy writing
Presentation and speaking
Working tightly with programmers
Brainstorm coordination
Company culture evangelism
Communication to stakeholders

UX & DESIGN THINKING

WHAT UX REALLY IS

Field research
Face to face interviewing
Creation and administering of tests
Gathering, organizing, and presenting statistics
Documentation of personas and findings
Product design
Feature writing
Requirement writing
Graphic arts
Interaction design
Information architecture
Usability

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Visual design
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Terminology creation
Copy writing
Presentation and speaking
Working tightly with programmers
Brainstorm coordination
Company culture evangelism
Communication to stakeholders



WHAT IS DESIGN

Which airline is more design-led?



...the real design genius in the industry is Southwest Airlines' co-founder and former CEO Herb Kelleher, who “completely rethought the paradigm of how you get on an airplane.”

Diego Rodriguez, Global Managing Director @IDEO

Good
design?

craigslist

[post to classifieds](#)
[my account](#)

[search craigslist](#)

event calendar

M	T	W	T	F	S	S
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

[help, faq, abuse, legal](#)
[avoid scams & fraud](#)
[personal safety tips](#)
[terms of use](#)
[privacy policy](#)
[system status](#)

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[craigslist is hiring in sf](#)
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[craigslist TV](#)
["craigslist joe"](#)
[craig connects](#)

SF bay area

[sfc](#)[sby](#)[eby](#)[pen](#)[nby](#)[scz](#)

community

activities

artists

childcare

classes

events

general

groups

local news

lost+found

musicians

pets

politics

rideshare

volunteers

personals

strictly platonic

women seek women

women seeking men

men seeking women

men seeking men

misc romance

casual encounters

missed connections

rants and raves

discussion forums

<div>apple</div> <div>arts</div> <div>atheist</div> <div>autos</div> <div>beauty</div> <div>bikes</div> <div>celebs</div> <div>comp</div> <div>crafts</div> <div>diet</div> <div>divorce</div> <div>dying</div>	<div>help</div> <div>history</div> <div>housing</div> <div>jobs</div> <div>jokes</div> <div>kink</div> <div>legal</div> <div>linux</div> <div>m4m</div> <div>manners</div> <div>marriage</div> <div>media</div>	<div>photo</div> <div>p.o.c.</div> <div>politics</div> <div>psych</div> <div>queer</div> <div>recover</div> <div>religion</div> <div>romance</div> <div>science</div> <div>spirit</div> <div>sports</div> <div>tax</div>
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housing

apts / housing

housing swap

housing wanted

office / commercial

parking / storage

real estate for sale

rooms / shared

rooms wanted

sublets / temporary

vacation rentals

for sale

<div>antiques</div> <div>appliances</div> <div>arts+crafts</div> <div>atv/utv/sno</div> <div>auto parts</div> <div>baby+kid</div> <div>barter</div> <div>beauty+hlth</div> <div>bikes</div> <div>boats</div> <div>books</div> <div>business</div> <div>cars+trucks</div> <div>cds/dvd/vhs</div> <div>cell phones</div> <div>clothes+acc</div> <div>collectibles</div> <div>computers</div> <div>electronics</div>	<div>free</div> <div>furniture</div> <div>garage sale</div> <div>general</div> <div>heavy equip</div> <div>household</div> <div>jewelry</div> <div>materials</div> <div>motorcycles</div> <div>music instr</div> <div>photo+video</div> <div>rvs+camp</div> <div>sporting</div> <div>tickets</div> <div>tools</div> <div>toys+games</div> <div>trailers</div> <div>video gaming</div> <div>wanted</div>
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jobs

accounting+finance

admin / office

arch / engineering

art / media / design

biotech / science

business / mgmt

customer service

education

food / bev / hosp

general labor

government

human resources

internet engineers

legal / paralegal

manufacturing

marketing / pr / ad

medical / health

nonprofit sector

real estate

retail / wholesale

sales / biz dev

salon / spa / fitness

security

skilled trade / craft

software / qa / dba

systems / network

technical support

transport

tv / film / video

web / info design

writing / editing

english

nearby cl

bakersfield

chico

fresno

gold country

hanford

humboldt

inland empire

klamath falls

las vegas

los angeles

medford

mendocino co

merced

modesto

monterey

orange co

palm springs

redding

reno

roseburg

sacramento

san luis obispo

santa barbara

santa maria

siskiyou co

stockton

susanville

ventura

visalia-tulare

yuba-sutter

us cities

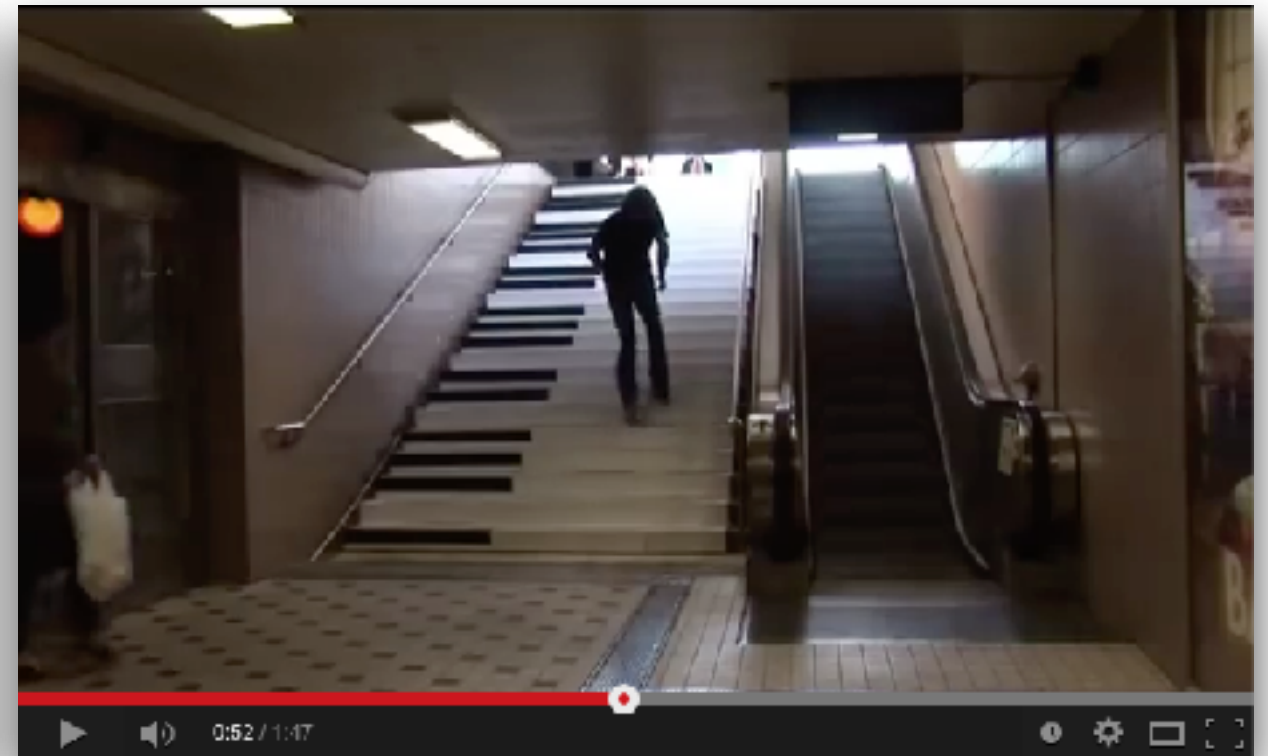
us states

canada

cl worldwide

UXD is not just about making things pretty...

DESIGN TO SHAPE BEHAVIOR



“UX Design is about understanding people, and leveraging this knowledge to design artifacts that shape perception, influence behavior and, ultimately, solve problems ”

-Steven Ma, Sr. UX Designer, Pure Storage



DESIGNING THE **PRODUCT**

VS



DESIGNING THE **EXPERIENCE**

Why is UXD important?

Successful brands tend to have good UX

[Mac](#)[iPad](#)[iPhone](#)[Watch](#)[TV](#)[Music](#)[Support](#)

MacBook

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MacBook

Light. Years ahead.



Watch the Design film 

UXD impacts people's life

LinkedIn, WHY?

Published on February 27, 2017



Christine Stevens | [Follow](#)
Senior Consultant, Writer, Cat Herder

Dear LinkedIn,

***Give me back the old Interface
The new one does not help me at all.***

***Regards,
LinkedIn user .***

1st

ranked

[Vote](#)

The new yahoo finance really suck

The interactive chart is not in proportion size as the old yahoo chat format. Can't see the date below, chat and line is too small to view. Should have all the relevant company profile, income statement, balance sheet, financial holders besides not at bottom of the chart.

Also, when adding indicator, I cannot scroll down to see the last option of this



Hipster
@Hipster_Trader

[Follow](#)

On a side note, wish Yahoo! Finance was publicly traded and I could short that. Amazes me how badly they ruined it

RETWEETS

3

LIKES

16



9:03 PM - 12 Mar 2017



3



3



16

Good UXD drives conversion

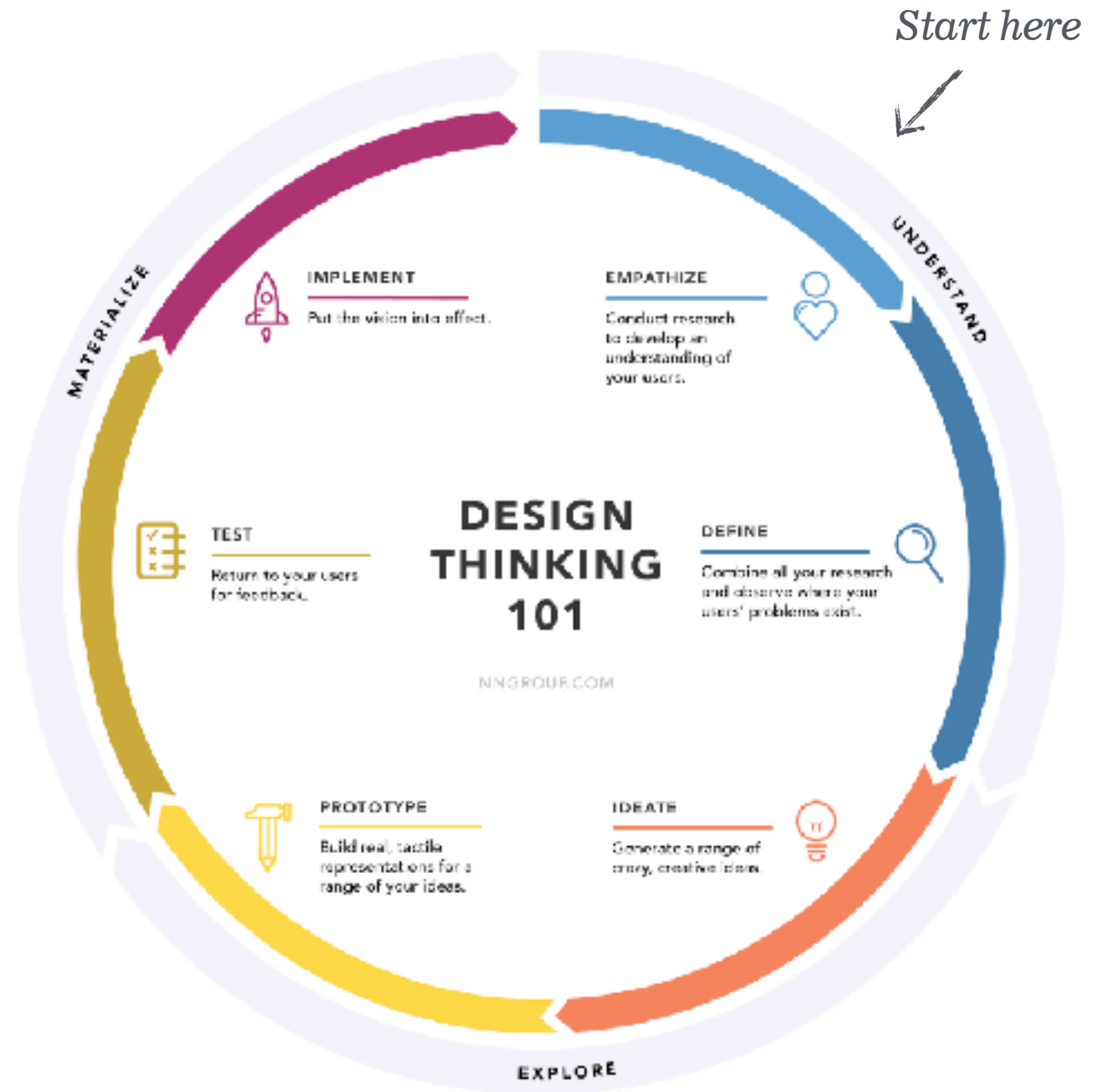
59%

of the five million people who visited a Typeform over those 31 days actually completed the entire form and submitted it.

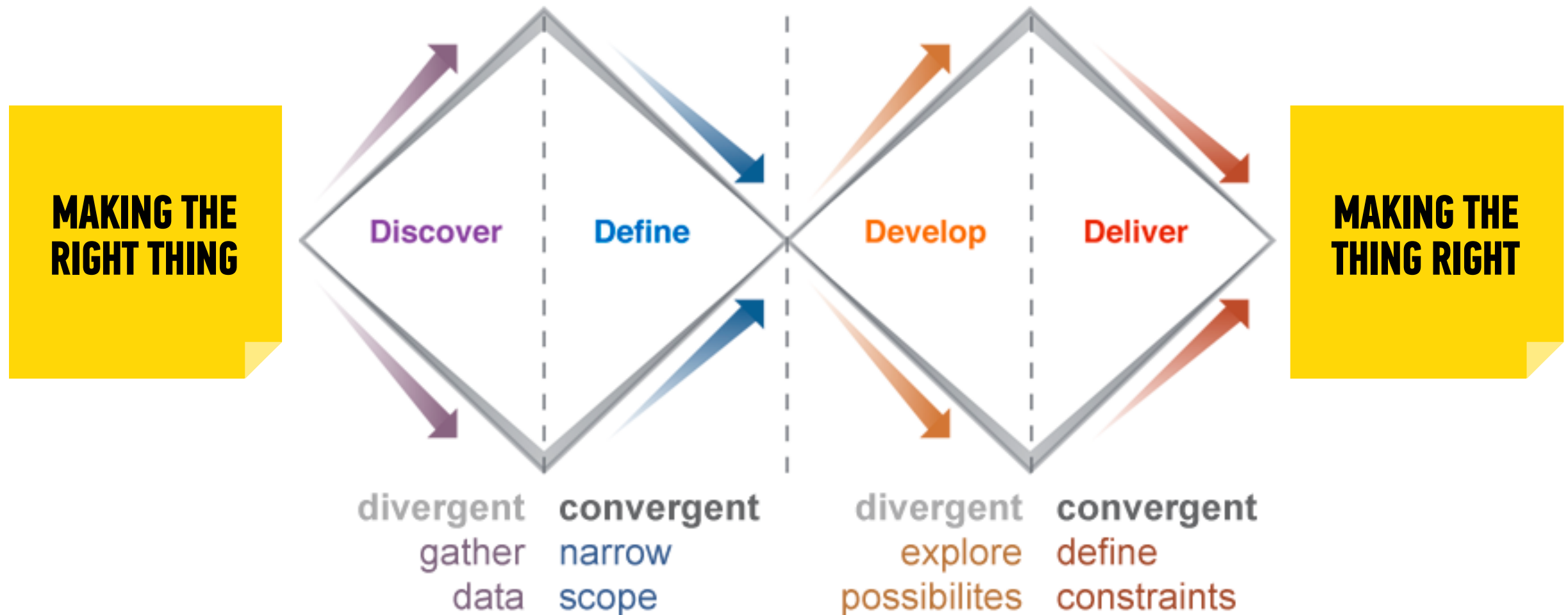
For comparison's sake, another popular form app reports conversion rates ranging from 3% to 28%.

UX & DESIGN THINKING

The **Design Thinking** process first defines the problem and then implements the solutions, always with the needs of the user demographic at the core of concept development.



THE UXD PROCESS



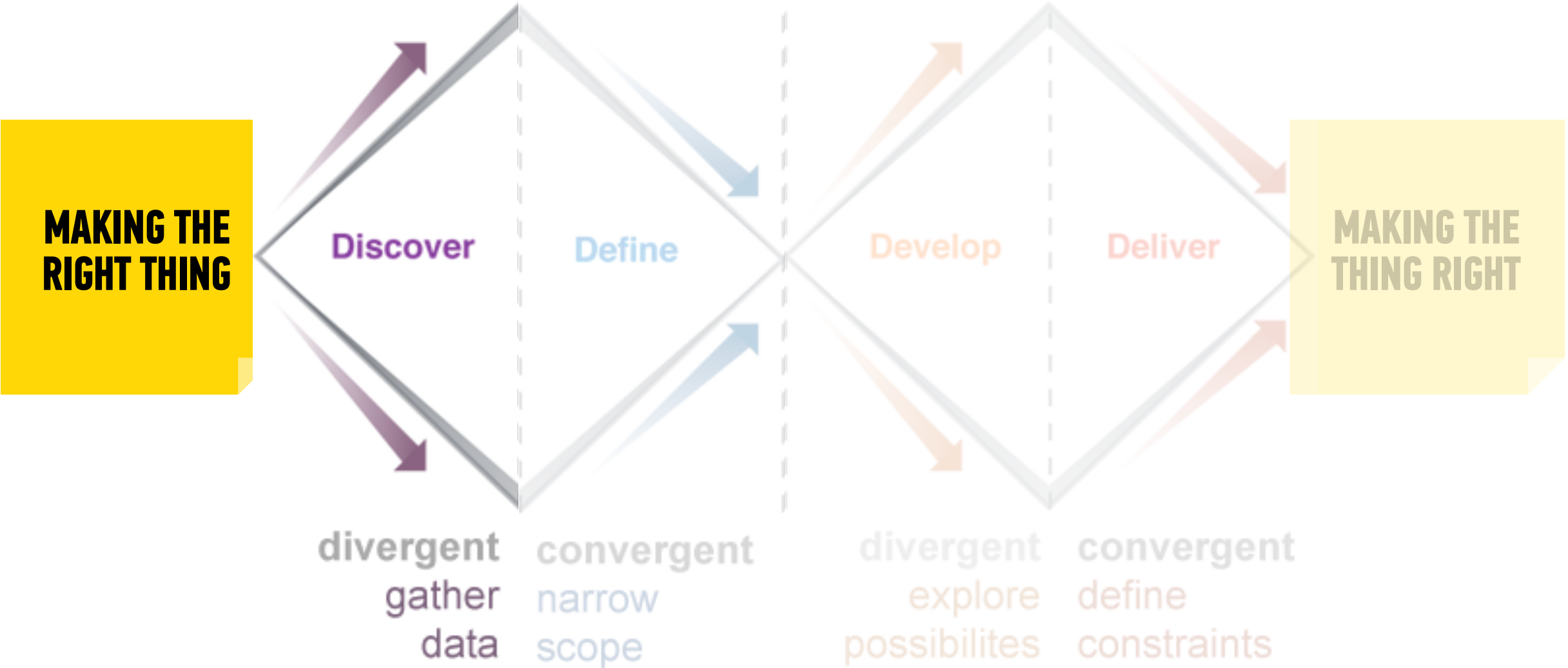
IF YOU ARE TO REDESIGN AN ATM ...

What'd you do first?



INTRO TO USER RESEARCH

IT ALL BEGINS WITH RESEARCH



Why User Research ?

WHY PRODUCTS FAIL?

*“One over-riding factor emerges as key to failure: the product was either **solving the wrong problem**, or more accurately, it was attempting to solve a **problem that nobody had**.”*

- Pizza for dessert, why most products fail

SUCCESSFUL PRODUCTS SOLVE PROBLEMS



"Really? Not only do I not need to have my brushing history tracked, I sure don't want an app reporting my usage to who knows who."

"Cleans great, who needs the bluetooth though?"

"I agree with another reviewer, I really don't think the Bluetooth capability is necessary at all. I used it ONCE."

"Bluetooth I can't find any logical reason for. Like seriously, this is a toothbrush."

"Bluetooth and the phone apps are unnecessary in my opinion."

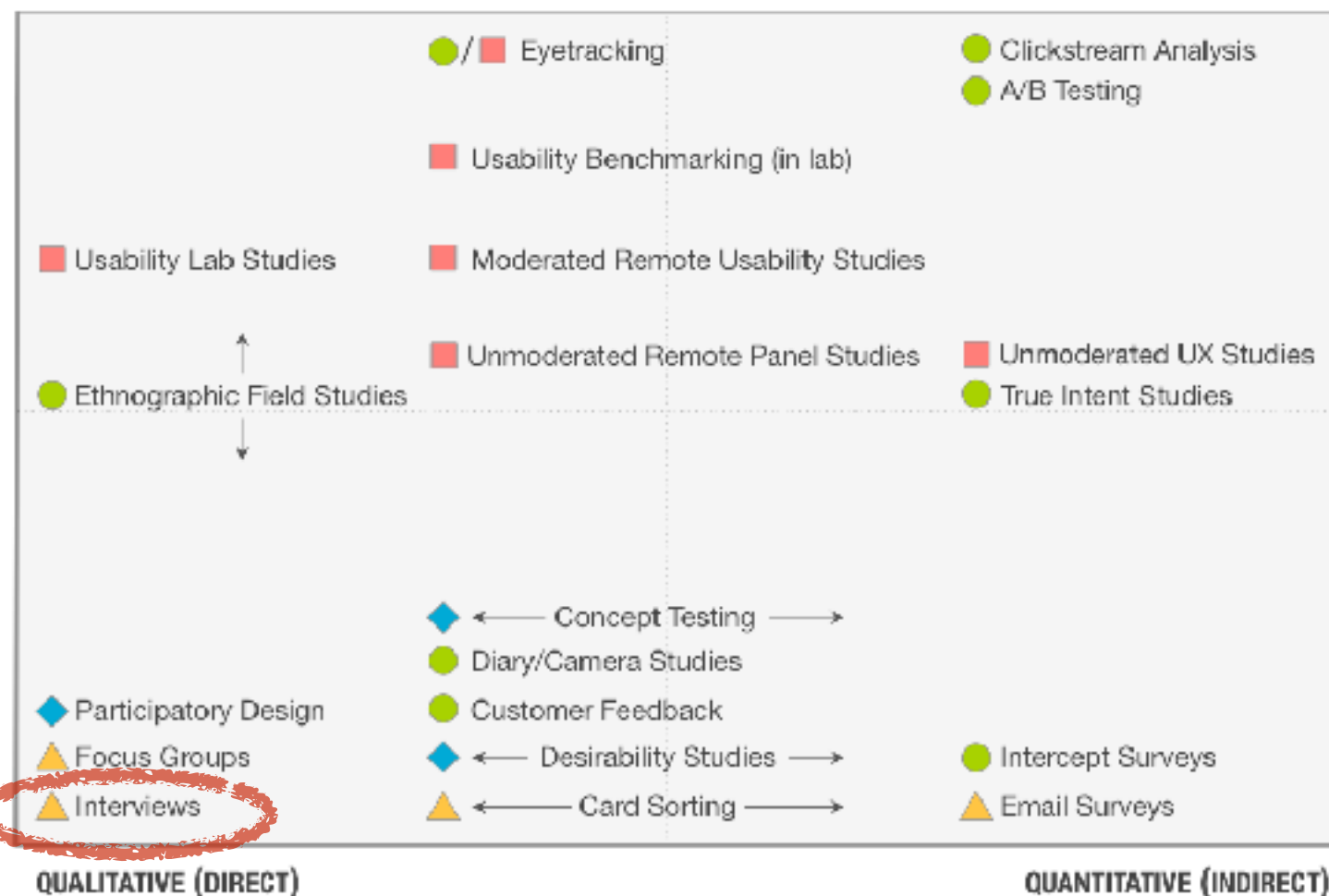
INTRO TO USER RESEARCH

USER INTERVIEWS 101

A LANDSCAPE OF USER RESEARCH METHODS

BEHAVIORAL

ATTITUDINAL



KEY FOR CONTEXT OF PRODUCT USE DURING DATA COLLECTION

- Green circle: Natural use of product
- Red square: Scripted (often lab-based) use of product
- Yellow triangle: De-contextualized / not using product
- Blue diamond: Combination / hybrid

3 EASY-STEPS

1. Prepare topics and questions
2. Conduct interviews
3. Analyze results

PREPARING QUESTIONS

- Carefully write unbiased questions
- Use your questions as a **discussion guide**, not a script
- Get your questions **reviewed** by another researcher or your PM

CONDUCT INTERVIEWS

Do's

- Ask open-ended questions
- Ask Why's to gain insights
- Ask follow-up questions
- Listen, like your life depends on it
- Find a note taker to help out

Don'ts

- Avoid leading questions
- Avoid pushing for something specific
- Avoid compound questions
- Avoid asking about intention (ask about actual behavior)

USER RESEARCH

PRACTICE INTERVIEWING

**IF YOU ARE TO
REDESIGN
AN ATM ...**



Image Source

ACTIVITY



EXERCISE

OBJECTIVE(S)

Get a taste of practicing user interviews

DO NOW

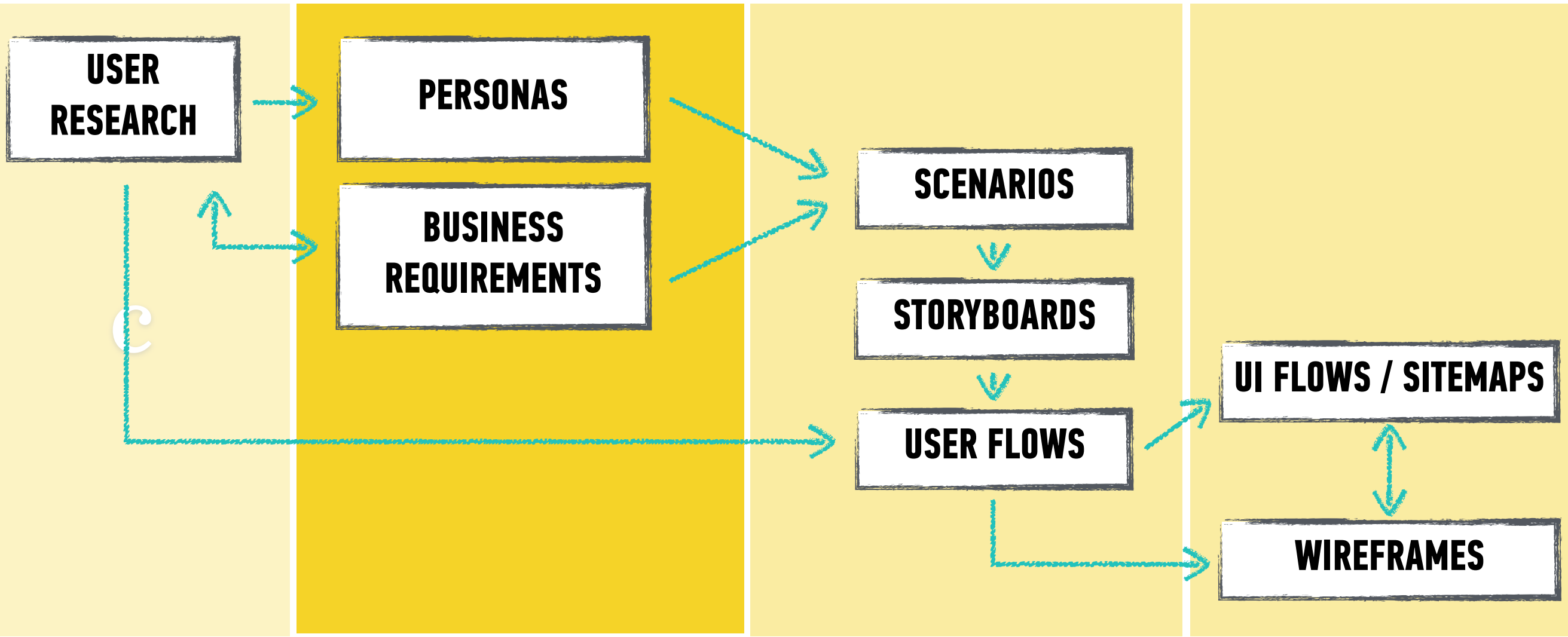
- 2 min** Spend 3 minutes to prepare your research topic maps and questions
- 5 min** Pair up with your neighbor. Take turn to interview each other (6 min each)
- 5 min** Switch roles and repeat.

USER RESEARCH

DEBRIEF

OUTPUTS OF RESEARCH

SYNTHESIZING RESEARCH DATA



Discover

Define

Develop

Deliver



Age	28
Job	Bank Client Manager
Education	Bachelor of Economics, University of Toronto
Location	Hong Kong
Family	Single
Device:	Nexus 5

Amanda Mir

“ *Life is more than just making money and climbing the corporate ladder. Seize the moments because you only die once!* ”

Amanda's Story

Amanda works in one of the largest banks in the city. She's good at her job and she likes her job - just not in love with it. Since graduation she's travelled to 12 different countries and she is constantly on the look out for last minute travel deals to add that next notch to her travel belt. Friends who know her would tell you that Amanda works to fund her travel, and they're often inspired by her adventure spirit and go-getter attitude.

Goals

General: To live life to the fullest, and to make a positive impact to families, friends, and strangers.

Longer term - To settle down and have her own kids some day.

Shorter term - To take advantage of her savings, her freedom, and live life with no regrets.

Her Essential Apps



Frustrations

There's never enough vacation time.

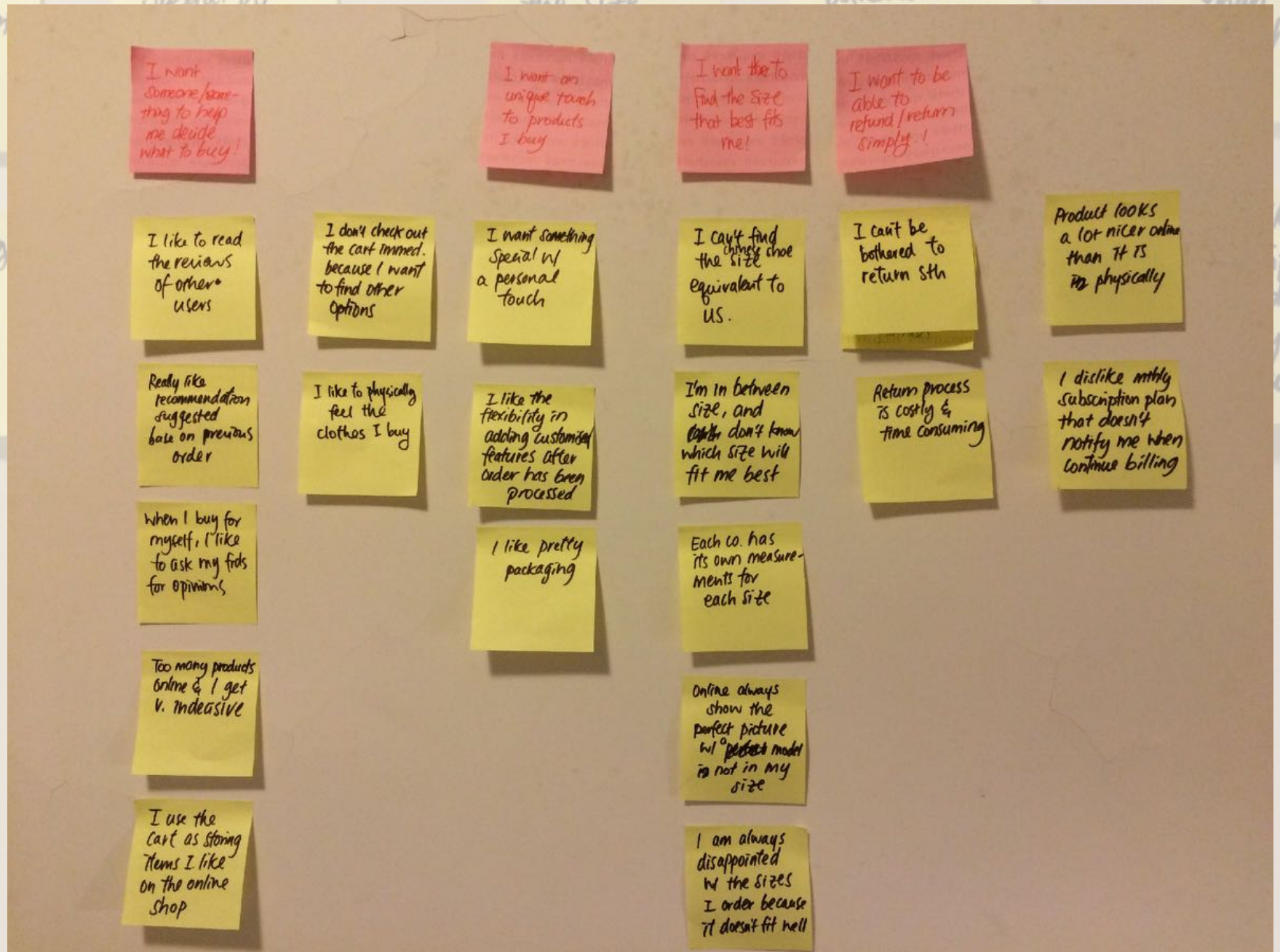
Real travel deals are hard to find.

Want to have unique travel experiences but they're hard to come by.

Hate to pack for travel.

Luggages can be soooo heavy!

AFFINITY DIAGRAM



GENERATE USE CASES / USER STORIES

“As a busy mom, I’d like to let my kids get their allowances directly from any ATMs so that I have one less thing to do.”

UX DESIGN 101

DESIGNING...

How UX designers go about designing...

STUDY HUMAN PSYCHOLOGY

1. People Don't Want to Work or Think More Than They Have To
2. People Have Limitations
3. People Make Mistakes
4. Human Memory Is Complicated
5. People are Social
6. Attention
7. People Crave Information
8. Unconscious Processing
9. People Create Mental Models
10. Visual System

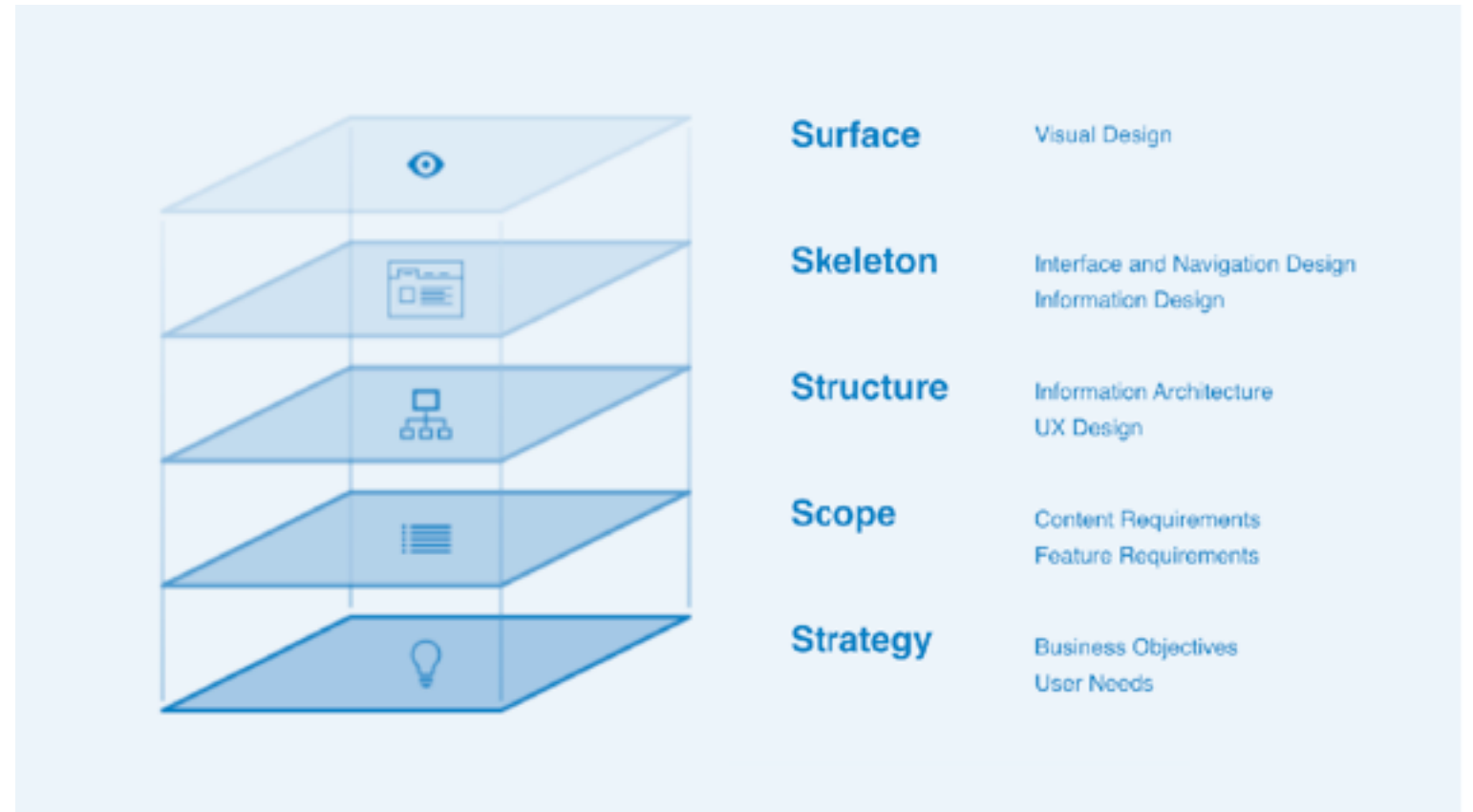
APPLY WHAT WE LEARNED ABOUT OUR USERS



FOLLOW AND APPLY HEURISTICS

1. Visibility of system status
2. Match between system and the real world
3. User control and freedom
4. Consistency and standards
5. Error prevention
6. Recognition rather than recall
7. Flexibility and efficiency of use
8. Aesthetic and minimalist design
9. Help users recognize, diagnose, and recover from errors
10. Help and documentation

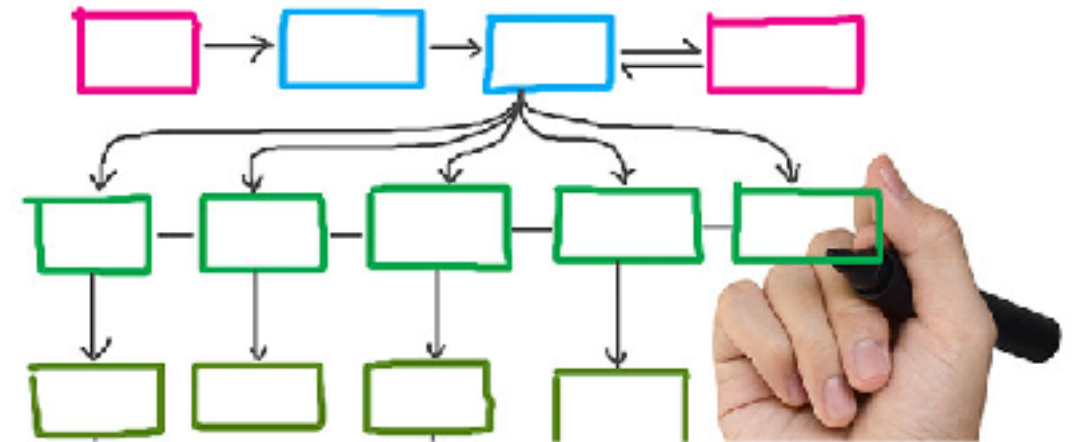
THINK IN LAYERS



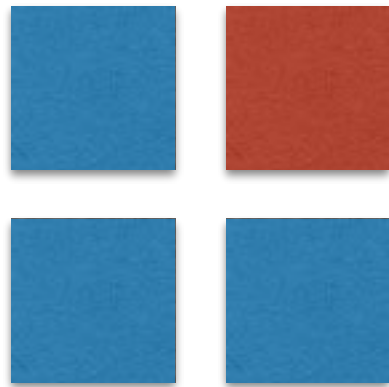
STRUCTURE CONTENTS

Choreograph task flow to help users

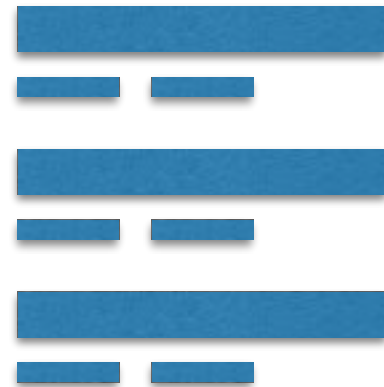
- i) complete tasks,
- ii) find what they need, and
- iii) understand what they've found.”



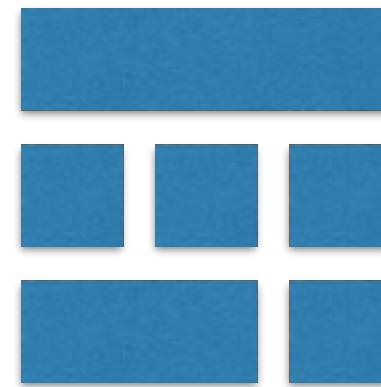
APPLY DESIGN PRINCIPLES



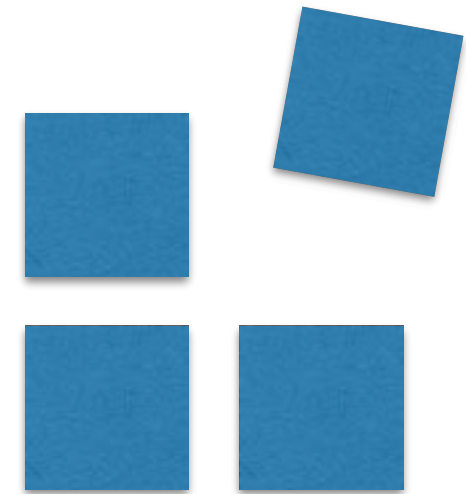
Contrast



Repetition



Alignment

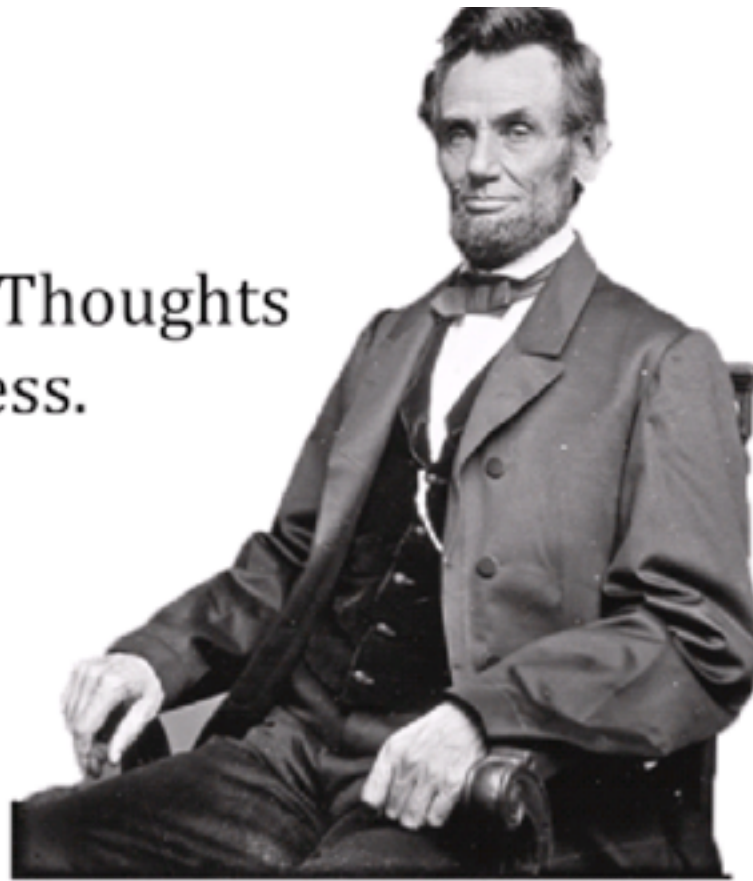


Proximity

An image will appear next.

*Pay attention to **the order** which you follow to scan the page elements*

Lincoln's Thoughts on Business.



You know him as the President who saved the Union. You know him as the President who ended slavery. But do you know what one of our greatest Presidents thought about business? Then as now the economy loomed large in the eyes of the voters. Come see a presentation by Jane Bobcat.

Tuesday, January 8, 2007
6 p.m. in Copeland 104

Sponsored by the Association of Information Technology Professionals
Molding the IS Professionals of Tomorrow

© Joe Bobcat

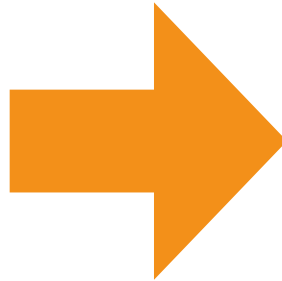




Visual weight in action.

Note how your eye travels around this flyer in the numbered sequence depicted.

SIMPLIFY AND...



Remove



Hide



Organize



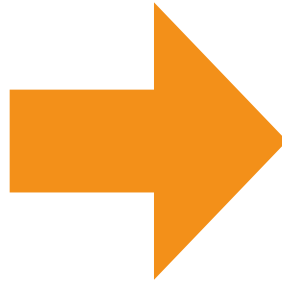
Displace



DESIGNING...

60

...INVENT

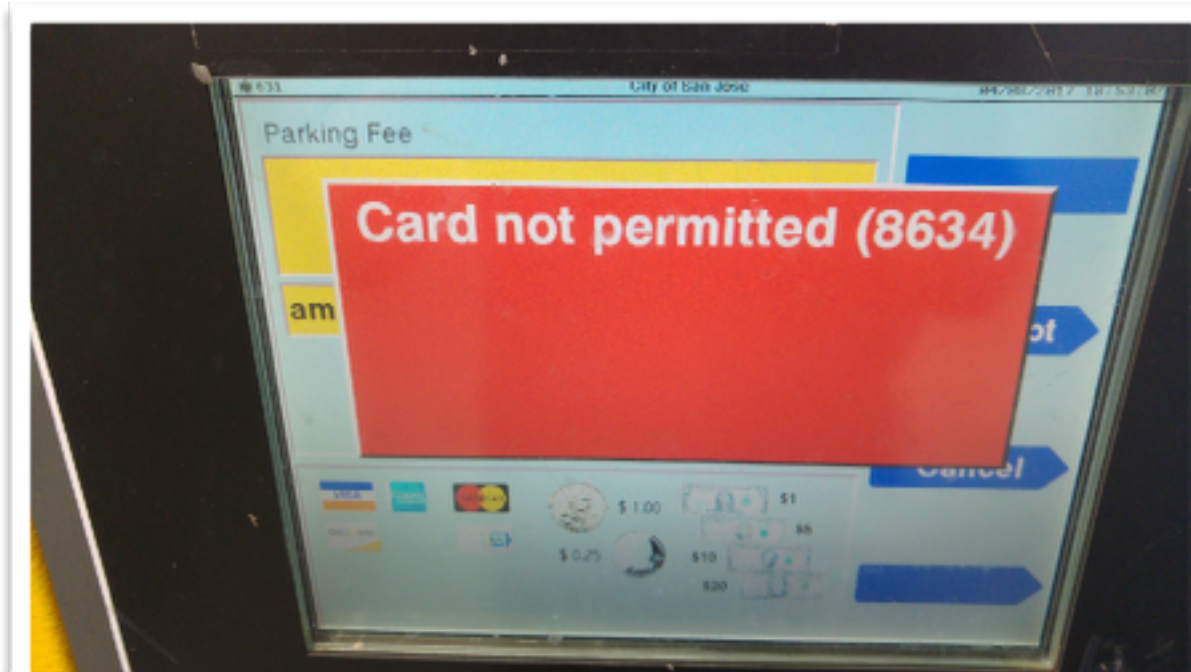


FIRE TV STICK WITH ALEXA VOICE REMOTE

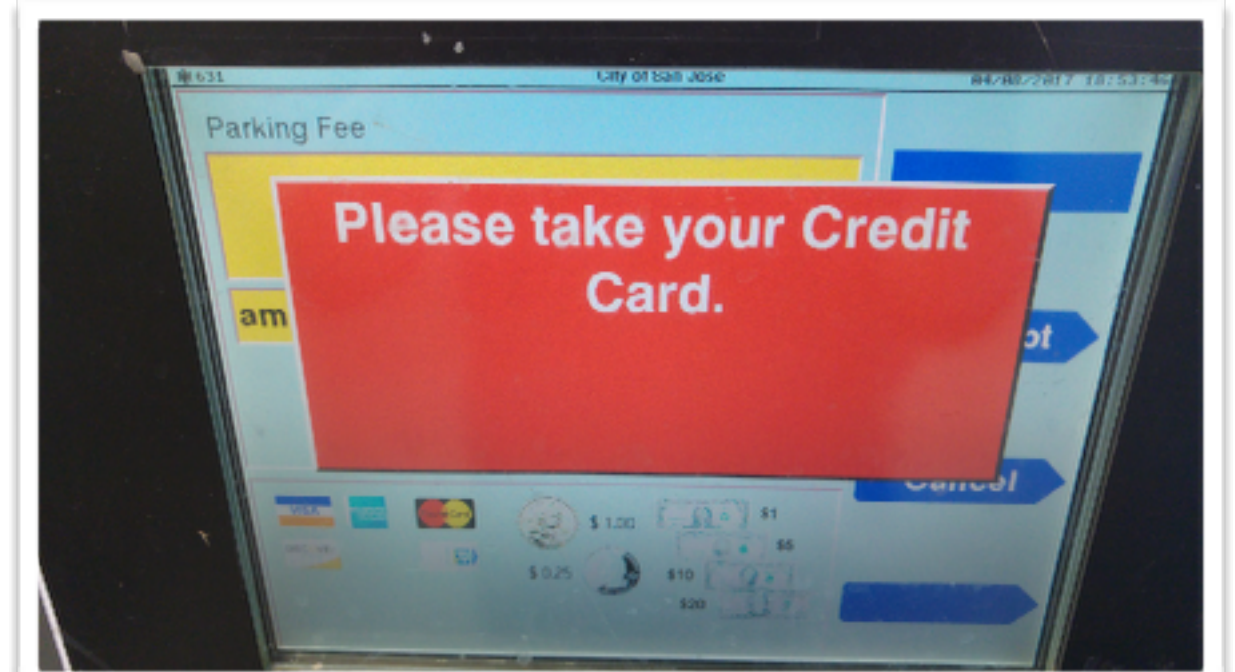
INCITE EMOTIONS



SPEAKING OF EMOTIONS...

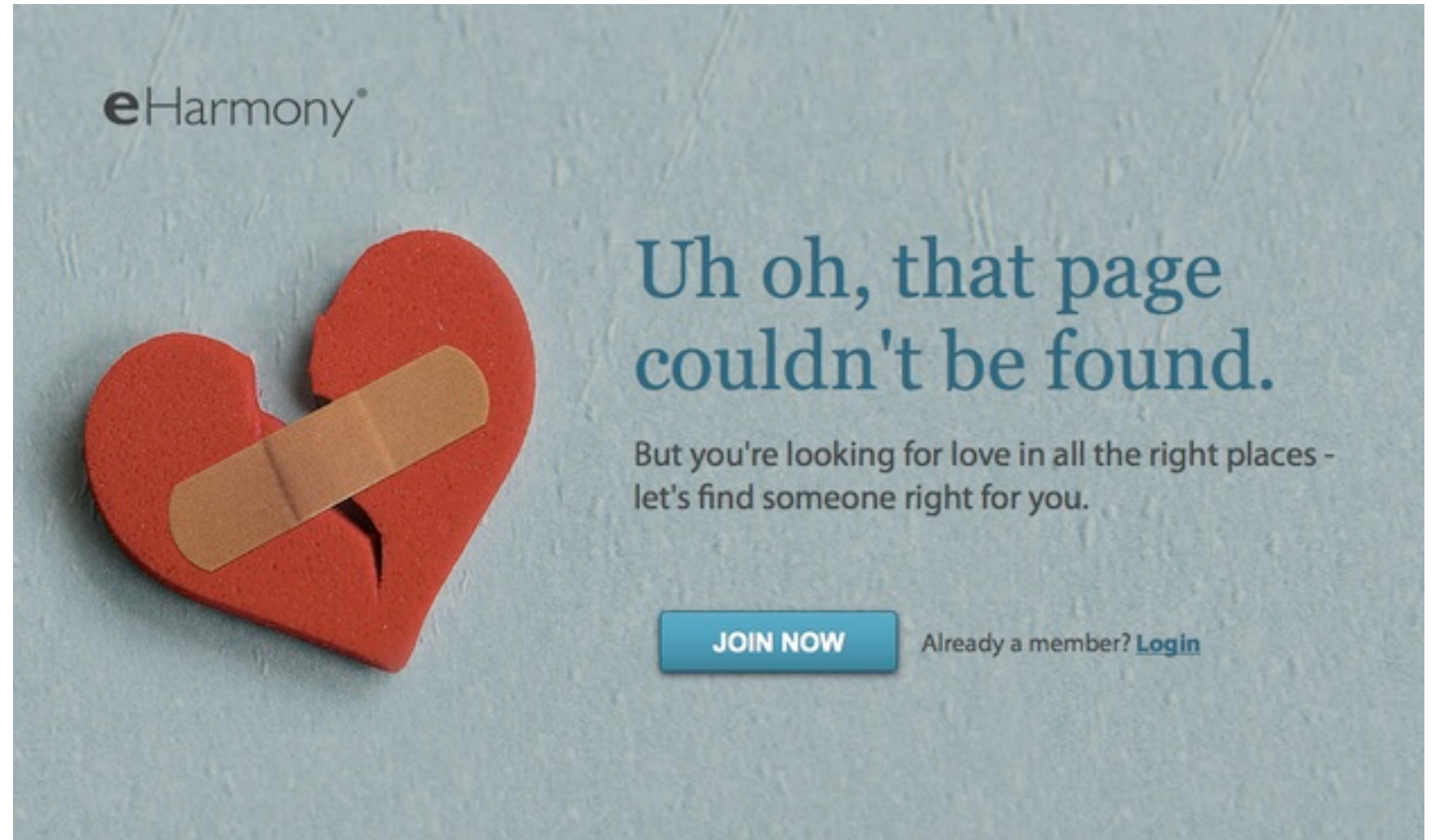


Payment failed



Payment succeeded

DELIGHT



```
graph TD
    LOGIN[LOGIN] --> REGISTER[REGISTER]
    REGISTER --> SIGNUP[SIGNUP]
    
    SIGNUP --> ADD_ITEM[ADD AN ITEM  
- NAME  
- ID  
- REFERENCE DATE]
    ADD_ITEM --> WANT_REMOVE{WANT REMOVE?}
    WANT_REMOVE -- YES --> RECIPES_PAGE[RECIPES PAGE]
    WANT_REMOVE -- NO --> CREATE_REMINDER[CREATE REMINDER]
    
    CREATE_REMINDER --> REMOVE_ITEM[REMOVE ITEM]
    REMOVE_ITEM --> DID_REMOVE{DID YOU REMOVE IT ALL?}
    DID_REMOVE -- YES --> REWARD[REWARD?]
    DID_REMOVE -- NO --> KEEP_TRACK{KEEP TRACK?}
    KEEP_TRACK -- YES --> RECIPES_PAGE
    KEEP_TRACK -- NO --> END_CALL[END CALL WITH PROMPT/TIMEOUT]
    
    KEEP_TRACK --> COUNT_DOWN[COUNT DOWN AND SUGGESTING RECIPES]
    COUNT_DOWN --> WANT_TO_SEE_RECIPES{WANT TO SEE RECIPES?}
    WANT_TO_SEE_RECIPES -- YES --> RECIPES_PAGE
    WANT_TO_SEE_RECIPES -- NO --> CREATE_NEW_REMINDER[CREATE A NEW REMINDER]
    
    CREATE_NEW_REMINDER --> PUSH_REMINDER((PUSH REMINDER))
    PUSH_REMINDER --> DID_DELETE{DID SHE DELETE IT?}
    DID_DELETE -- YES --> REWARD
    DID_DELETE -- NO --> COUNT_DOWN
```

[illegible]

Source: jmparada.com

UX DESIGN 101

A DAY IN THE LIFE OF A UX DESIGNER

Sh*t Interaction Designers Say



A DAY IN THE LIFE OF A UX DESIGNER

- Perform research to clarify requirements
- White-boarding with developers
- Wireframe workflow
- Mid- to high- level mockup + prototyping
- Presenting / defending design
- User-testing

Additional reading: [Hot job: ux designer](#)

A DAY IN THE LIFE OF A UX DESIGNER

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- Wireframe workflow
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- Presenting / defending design
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A DAY IN THE LIFE OF A UX DESIGNER

- › Perform research to clarify requirements
- › **White-boarding with developers**
- › Wireframe workflow
- › Mid- to high- level mockup + prototyping
- › Presenting / defending design
- › User-testing



A DAY IN THE LIFE OF A UX DESIGNER

- › Perform research to clarify requirements
- › White-boarding with developers
- › **Wireframe workflow**
- › Mid- to high- level mockup + prototyping
- › Presenting / defending design
- › User-testing

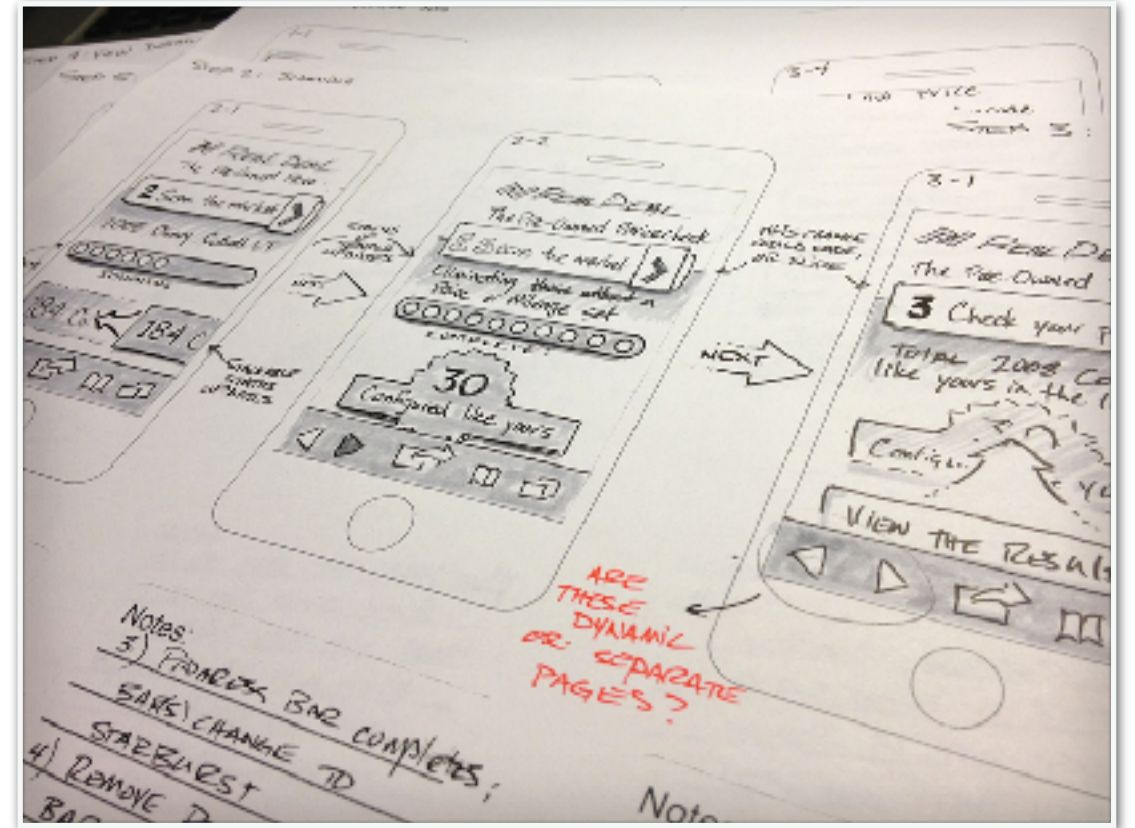


Image Source: smashingmagazine.com

A DAY IN THE LIFE OF A UX DESIGNER

- Perform research to clarify requirements
- White-boarding with developers
- Wireframe workflow
- Mid- to high- level mockup + prototyping
- Presenting / defending design
- User-testing



Image Source: hunterux.com

A DAY IN THE LIFE OF A UX DESIGNER

- › Perform research to clarify requirements
- › White-boarding with developers
- › Wireframe workflow
- › Mid- to high- level mockup + prototyping
- › **Presenting / defending design**
- › User-testing



Image Source: lynda.com

A DAY IN THE LIFE OF A UX DESIGNER

- › Perform research to clarify requirements
- › White-boarding with developers
- › Wireframe workflow
- › Mid- to high- level mockup + prototyping
- › Presenting / defending design
- › **User-testing**



Image Source: [usertesting.com](https://www.usertesting.com)

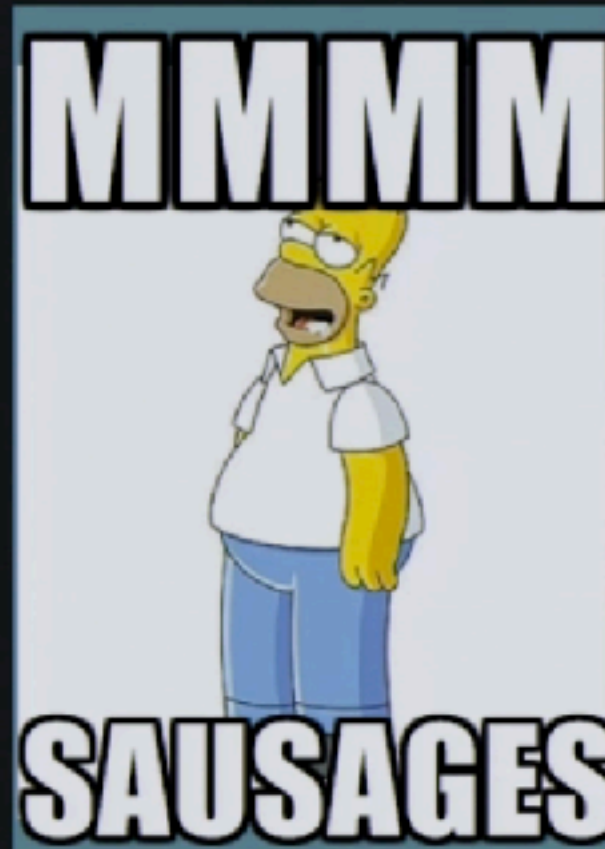
A DAY IN THE LIFE OF A UX DESIGNER @QUMULO

HOW IT'S MADE: UX SAUSAGES

32

UX AT QUMULO

- ▶ User Research
- ▶ Software
- ▶ Unboxing
- ▶ Installation
- ▶ Hardware and Lighting
- ▶ Marketing (small projects)
- ▶ General visual design, hardware diagrams, and illustration support



DESIGN SOFTWARE

- Many software's out there to make life easier, letting you create, share, and test in a single solution
- Examples: **Sketch**, **Axure**, **Omnigraffle**, **Flinto**, **Principle**, **Adobe XD**, and **Invision** are some example, but you can also use **Powerpoint** and **Keynote**.
- Many offer free trials so you can try before you buy.





UX DESIGN 101

A CAREER IN UX

A CAREER IN UX

UX ROLES

- UX Researcher
- UX Designer
- Visual (UI) Designer
- Product Designer
- Information Architect
- Content Strategist
- Front End Developer
- Product Manager

3 (COMMON) WAYS TO BE A UX'ER

- Freelance
- Design Agency / Consultancy
- In-house (in a company)

(Top 100) Best Jobs in America

January 2017

CNNMoney

50 Best Jobs in America

January 2017

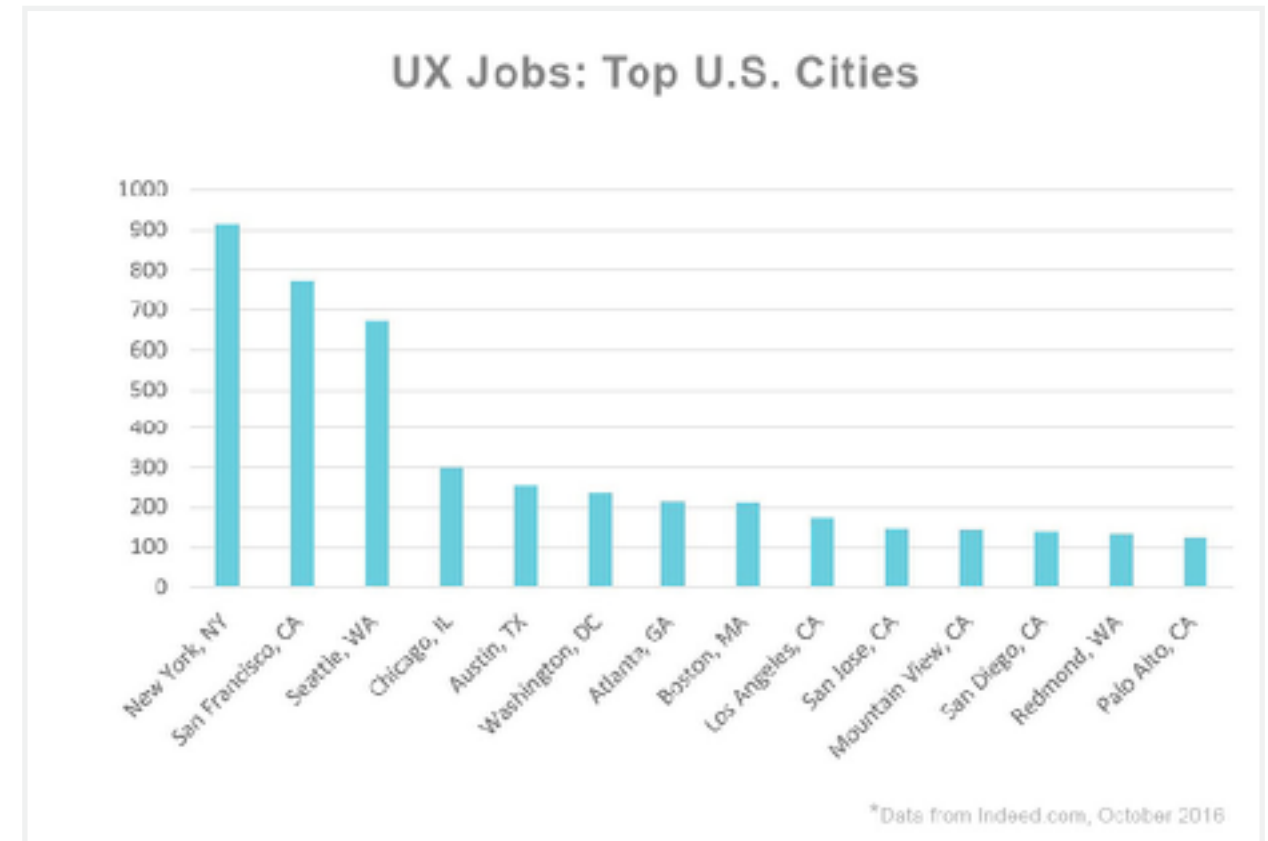
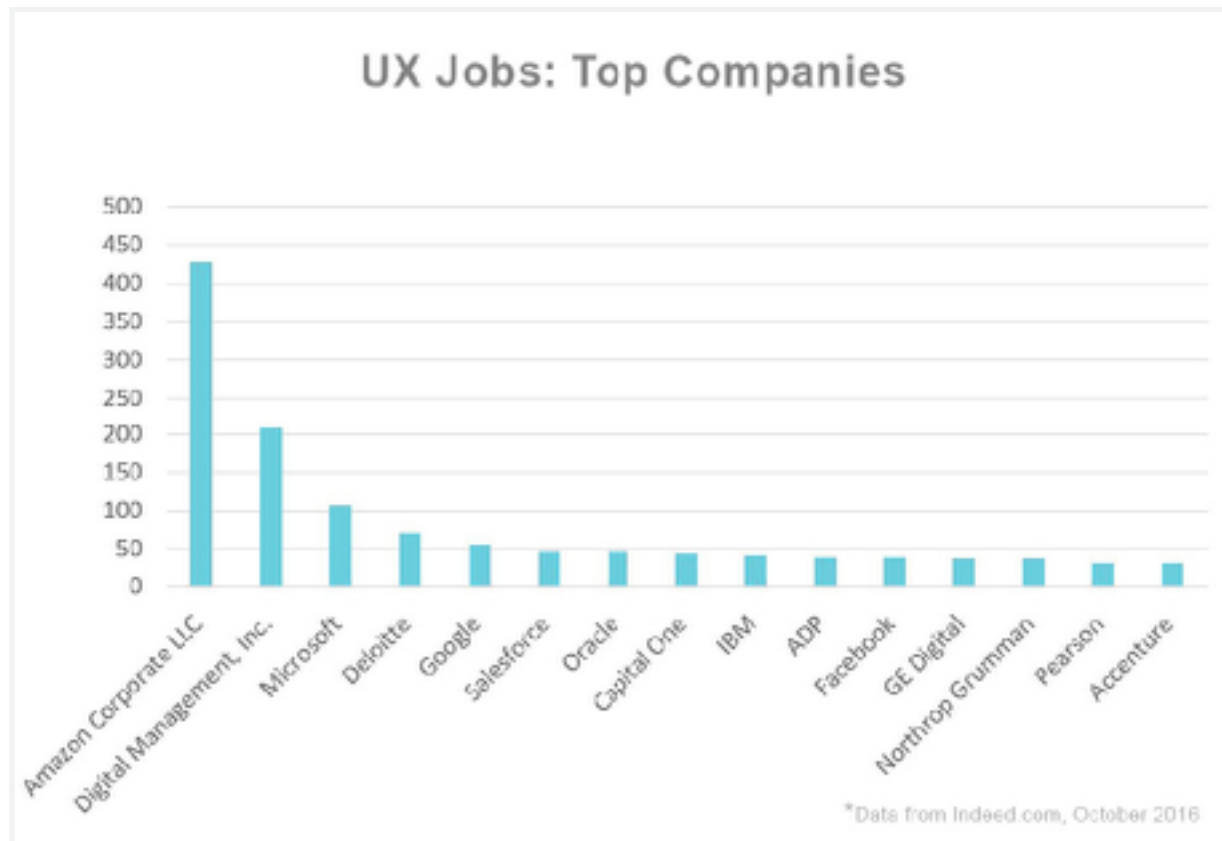
 **glassdoor®**

Top 10 hottest IT jobs for 2017

January 2017

 **TechRepublic.**
www.techrepublic.com

WHO'S HIRING? AND WHERE?



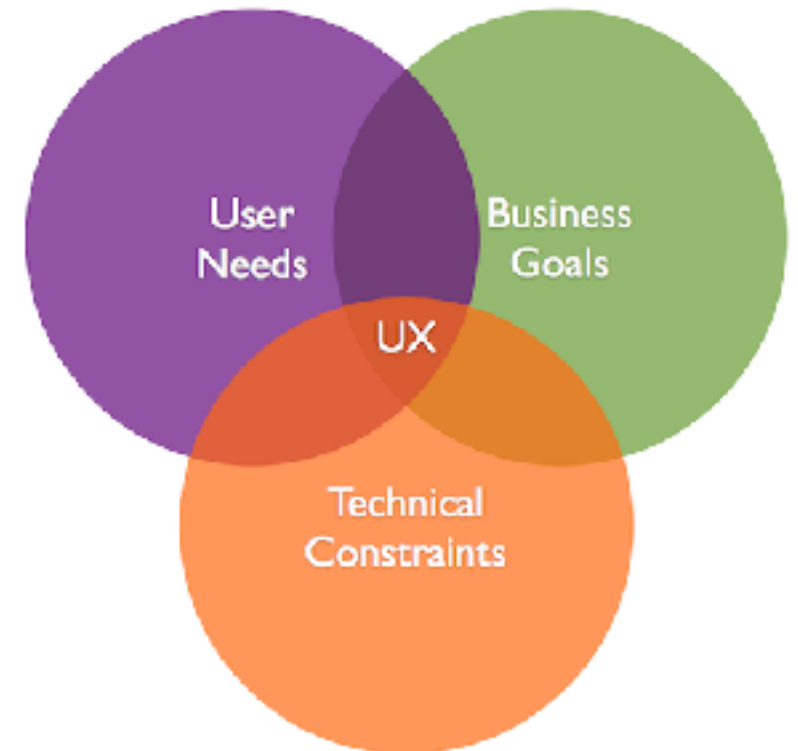
Source: Indeed.com via "UX Design Career Options Make It a Top Choice of the Year"

It's an exciting time in tech – From GUI to NUI



WHY UX?

- Intersection between **people**, **technology** and **business**
- Both an **art** and **science**
- Constantly **changing**
- Get to work with really **smart people**
- Never a dull moment. It's **FUN!**



WHERE TO GO FROM HERE ?

WHERE TO GO FROM HERE ?

NEXT STEPS

General Assembly's UXD courses

- › Part-time courses (10 wk evenings)
- › Part-time (1-wk accelerator)
- › One-day bootcamps - May 20
- › Lean Usability Testing - May 30
- › UX Design Immersive (10-weeks)

Online resources

- › Articles on Medium, Smashing Mag, Speckyboy, UXMag, UXPin blog...
- › Twitter follows
- › Design related topics on Flipboard
- › Dribbble, Behance
- › Udemy, Coursera, Lynda

UX portfolio

It's a designer's resume

TWO “GETTING STARTED” ARTICLES



Julie Zhuo

Product design VP @ Facebook. Lover of food, games, words.
Find me @joulee or on juliezhuo.com

Feb 13 · 3 min read

The Beginning of your Design Career

*This was first published on my mailing list [The Looking Glass](#).
Every week, I answer a reader's question.*



Fiona Yeung

Designer · Adventurer · Traveller. | UX @Google on the Material
Design team | www.fionayeung.com

Jan 12 · 8 min read

FAQ: Tips and tools for getting started in user experience design (aka UX)

GET YOUR PORTFOLIO READY

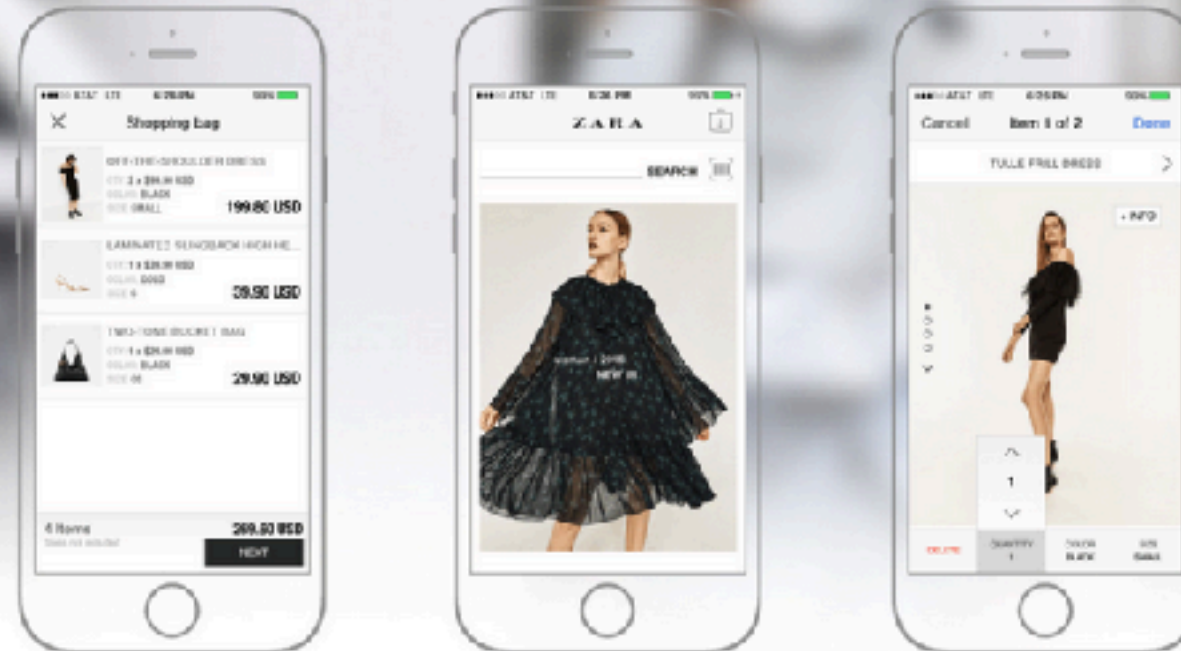




William Ng

Product Designer Freelance | Business Econ @UCLA

Mar 3 · 5 min read




Zara: A Usability Case Study

Source: [William Ng](#)

CLOSING THE DEAL

khosla ventures

PHILOSOPHY TEAM PORTFOLIO RESOURCES




BACK

UX recruiting toolkit: Interviewing UX candidates (5/7)

JULY 03, 2014 • BY • DESIGN, TEAM BUILDING

Acing the UX interview


Published on March 12, 2017




Phillip Hunter

Follow


Head of UX for Alexa Skills at Amazon ----- HIRING d...



91



4



15

Note: This piece is based on years of being a hiring manager...and the occasional candidate. It also reflects experiences shared with me by industry colleagues. At its core, it's born out of the frustration-driven desire to see promising candidates stop going down in flames during the on-site UX interview because of lack of wisdom, preparation, and—in perhaps a good way—practice.



tif.wang

I like good food and convos. Past: UX Research Intern at @DocuSign—Present: Student at @CCollegeofarts '18— <http://www.tifftiffwang.com>

Mar 2 · 22 min read

What I learned from flying to Seattle for Microsoft's final wave of design interviews

ACQUIRE HANDS ON EXPERIENCE

Here Are The Hard Skills You Need To Succeed As A New Designer

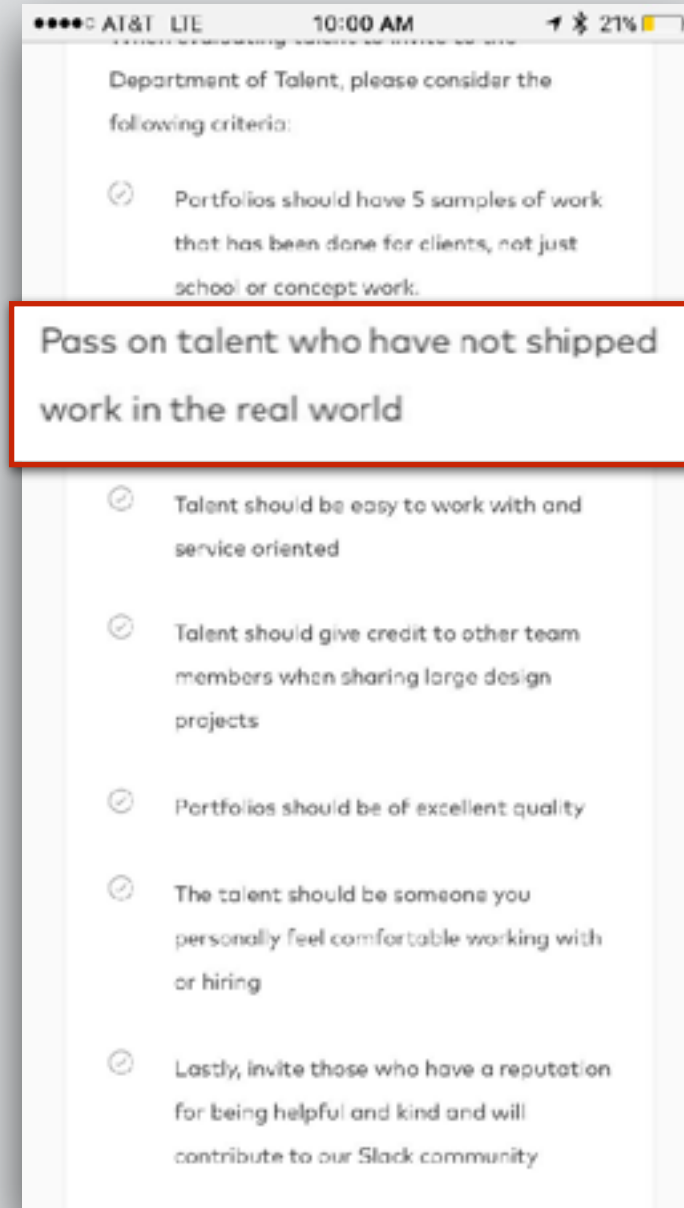


Many of my friends either manage or mentor teams of designers. Their main complaint about new designers?

They're unprepared for the real world of interaction design.

There seems to be a disconnect between what they did in college versus the nuts and bolts of interaction design that need to be done in companies. They don't have the skills for Lean UX or even for building wireframe after wireframe. So if you're a new designer just out of college or a class like General Assembly and think you'll be the next Steve Jobs in two years, you need a dose of reality.

Source: [@usabilitycounts](#)



Source: [@hemeon](#)

ACQUIRE HANDS ON EXPERIENCE



Qumulo

Like This Page · June 6, 2014 ·

Congratulations to our UX intern turned FTE UX Designer, Joyce (Jie) for her awesome show at the UW Capstone Showcase last night. 😊 — with Jie Li, Alix Han-Smith, Cliff Miller, Daniel Pirone and Eric Wright.

Like Comment Share

20

Top Comments



Judy Nakamura is eric starting his pirone beard?

Like · Reply · 2 · June 7, 2014 at 2:21pm



Alix Han-Smith So proud of you, Jie Li! 😊
Congrats again!

Like · Reply · 2 · June 6, 2014 at 3:42pm



Jie Li thanks Alix! 😊
See Translation



Write a comment...



Press Enter to post.

Source: @Qumulo

PATHS TO A UX CAREER



DESIGN / FEATURED

#14: Chia Lin – Michelin Star Pastry Chef turned Product Designer

By Timur Meyster on January 8, 2017

Born and raised in Taiwan, Chia Lin has traveled far and wide. She came to Tennessee when she was 11, moved to California in high school and college, and lived in Tokyo for a year....



DESIGN / FEATURED

Meghan Schofield – UX / UI Designer

By Timur Meyster on December 11, 2016

Meghan Schofield is an Ohio-native who has an impressive knack for creative problem solving. Prior to her current role as a UX/Product Designer at infrastructure startup, CoreOS, Meghan worked in the field of museum exhibit...



PATHS TO A UX CAREER



General Assembly

37,133 followers

1d

“GA's User Experience Design Immersive fast-tracked my career switch in a way I never thought possible. I was scared for years to make a change, but GA helped me gain the confidence, skills, and network I needed to succeed and be happier.” — UXDI graduate Isabella Encela, who made the move from marketing manager to UX designer at CabForward, a digital product agency.



56 Likes · 4 Comments

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Experience



Interaction Designer

Fjord

Feb 2017 – Present · 3 mos
Austin, TX



Substitute Teacher

German-Texas Heritage Society

Mar 2016 – Present · 1 yr 2 mos
Austin, Texas

[See description](#)



User Experience Designer

CabForward, A Digital Product Agency

Oct 2016 – Feb 2017 · 3 mos
Austin, Texas Area

[See description](#)



User Experience Design and Product Management

General Assembly

May 2016 – Sep 2016 · 5 mos
Austin, Texas Area



Marketing Manager

Design Workshop

Aug 2014 – Jun 2016 · 1 yr 11 mos
Austin, Texas

[See description](#)



Freelance Designer & Photographer

isennella

Jan 2010 – Apr 2016 · 6 yrs 4 mos

[See description](#)



Marketing Coordinator

WASA Studio A

Jan 2014 – Aug 2014 · 8 mos
New York, NY

[See description](#)

MENTORSHIP

UX FOR CHANGE

RookieUp

UX DESIGN 101

Q&A